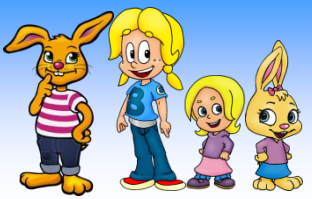
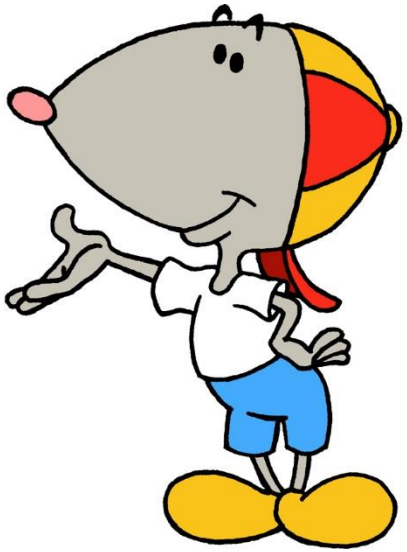
KREA Medie



PIXELINE®

Josefine

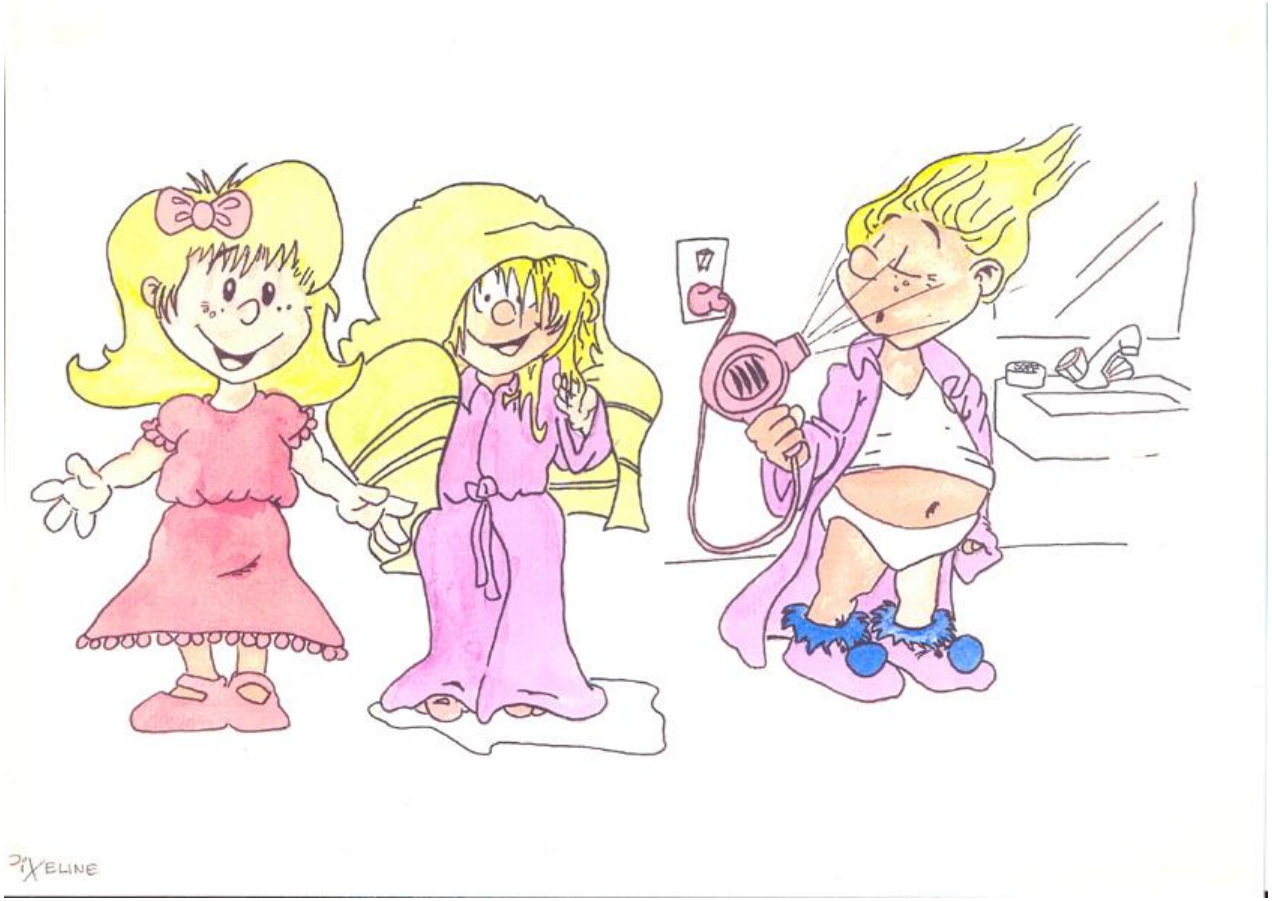


Silke

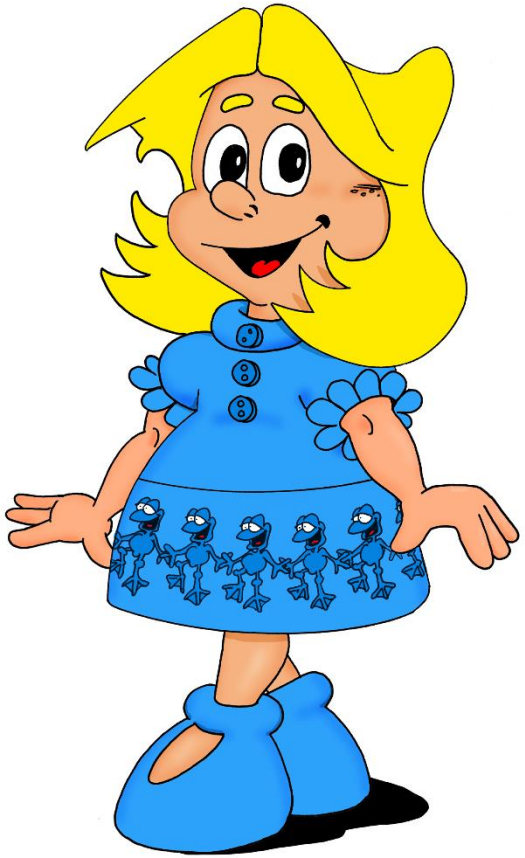
Sofie

Pixeline fødes...

Pixeline 1994

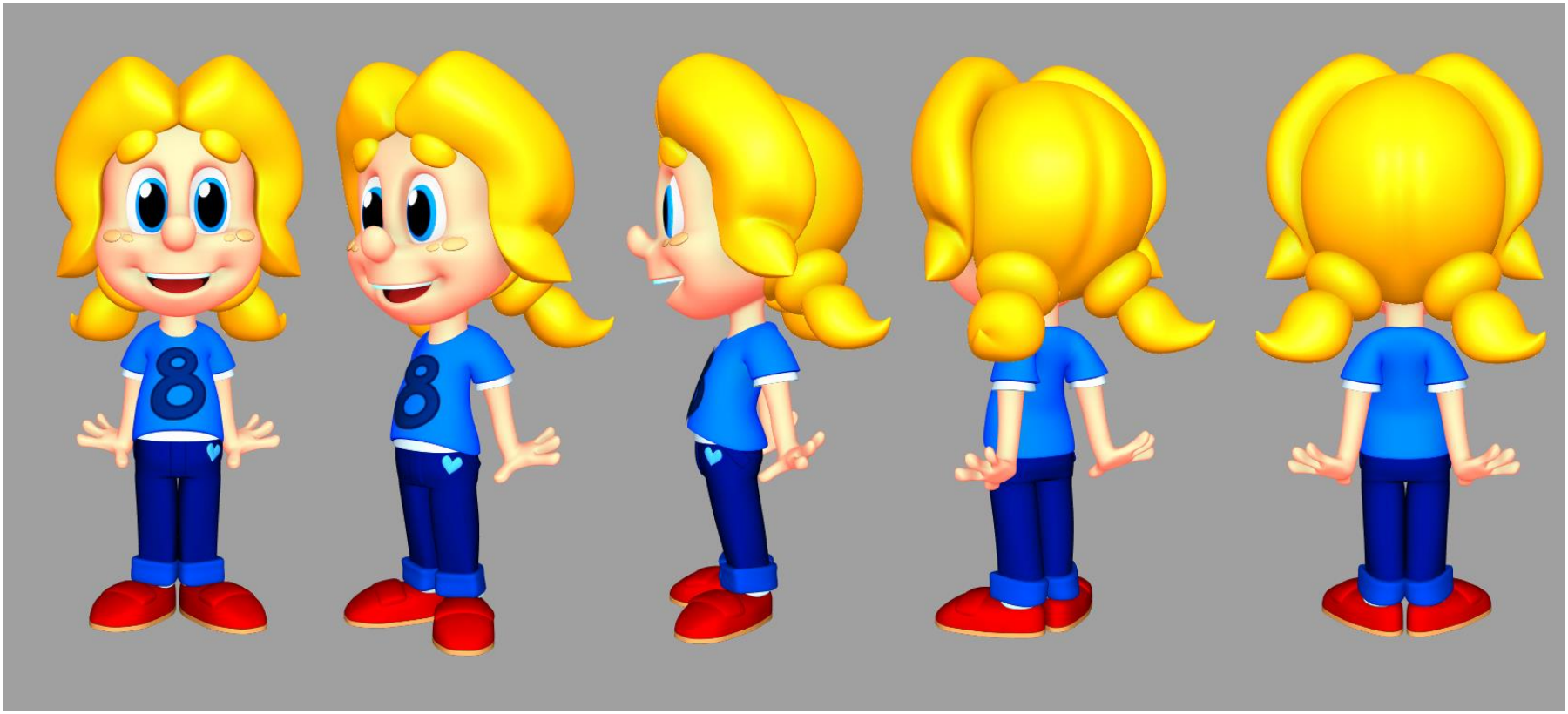


Pixeline før...

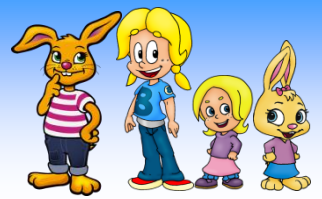


...Pixeline idag

Pixeline I fremtiden?

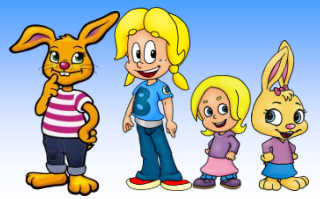


Pixelines univers



- Pixeline er spillerens ven på skærmen
- Pixeline er nærværende for spillerne (kender deres navn?)
- Spil designerne forsøger i spillene at finde en balance mellem læring og leg, mellem motivation og afslapning.
- Med 3 sværhedsgrader (spilleren vælger selv)
- Musik spiller en stor rolle i spillene og universet
- Børn inddrages i playability testen af spillene
- Forældre kontrol med spilletid

Fra Pixeline til Josefine



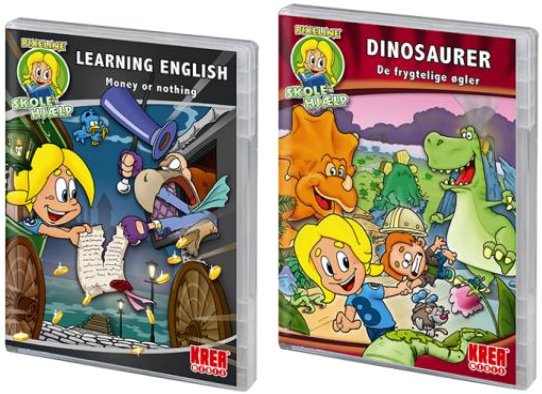
- I 2007 blev den Norske karaktér Josefine opkøbt med målsætningen om at eksportere Pixeline konceptet ved at bruge en velkendt lokal karaktér
- I 2008 Havde KREA Medie med Josefine alle salgsrekorder for børnespil i Norge
- Udfordringer med lokale brands

Pixeline Skolehjælp

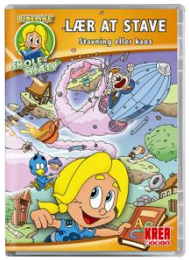
- Ideen til at udvikle sub-brandet Pixeline Skolehjælp opstod på baggrund af en stigende efterspørgsel fra forældre på specialiseret undervisning, flere henvendelser fra lærere - og en generel trend mod større fokus på læring efter en PISA test der placerede Danmark lavere end ventet på den internationale skala.

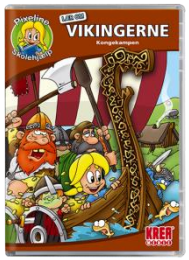
- Pixeline Skolehjælp er et koncept, hvor hvert enkelt tema-spil udvikles i tæt samarbejde mellem spildesignere, skolelærere og fag-eksperter.

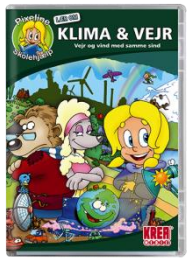
- Skolehjælp spillene anvendes flere steder af lærere som supplement til undervisningen - og vi får en del positiv feedback (og nye ideer til spil der mangler i serien)

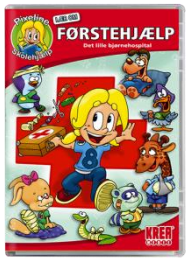


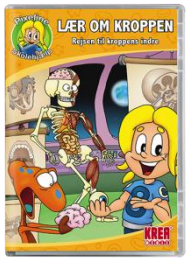
Pixeline Skolehjælp PC

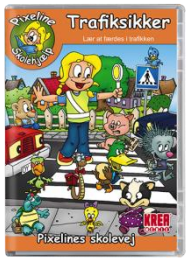


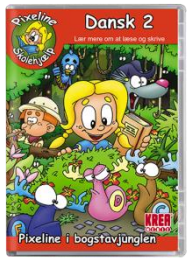


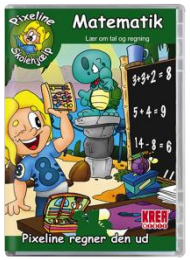








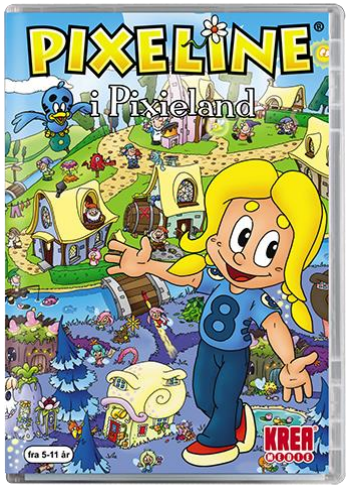


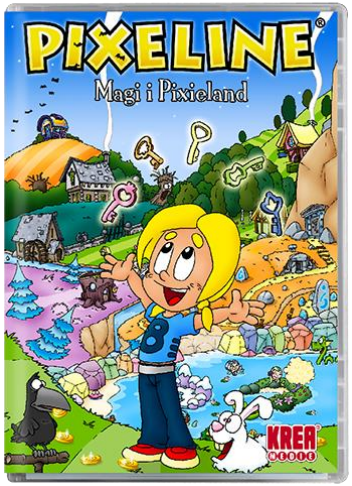


Pixeline Skolehjælp
Nintendo DS

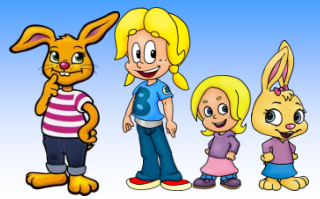
KREA MEDIE

Pixeline Eventyr-serien
Nintendo DS og PC





Pixelines Lillesøster
Silke/Sofie



SILKE/SOFIE

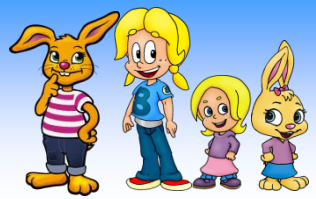
• Silke spillene henvender sig til børn på 2 1/2 til 5 år

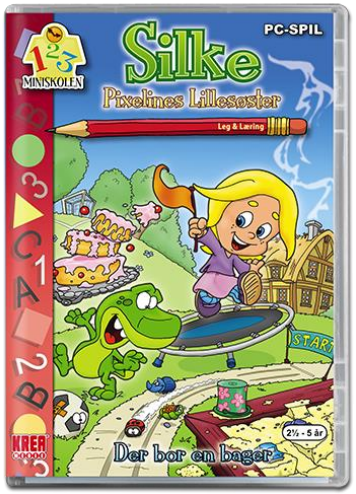
• Børn lærer at genkende tal, bogstaver, farver og former

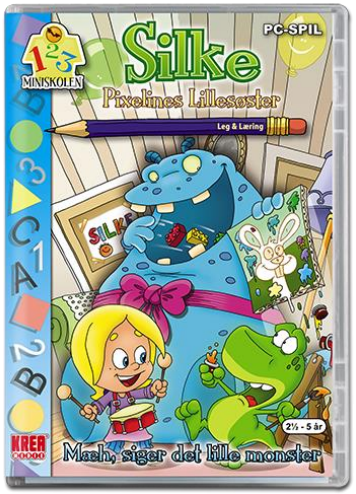
• Kendte børnesange er integeret i spillene - og der er en medfølgende musik CD

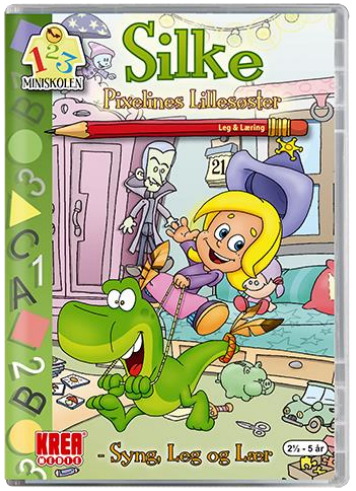
• Spillene stimulerer børnenes hukommelse, observative evner og leger med tal, ord og bogstaver

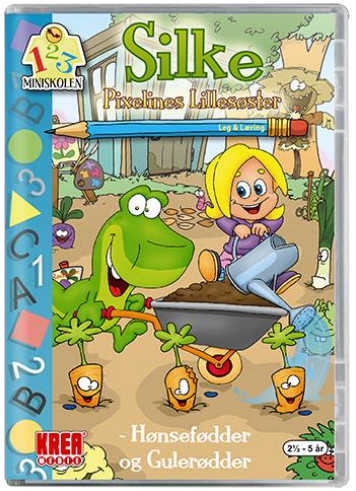
Silke PC og Nintendo DS spil



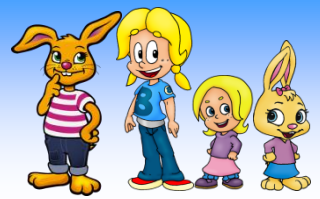








Branding af en IP

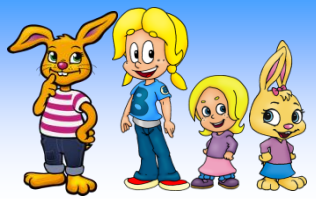


- Vær kreativ
- Opsøg partnere
- vs.
- Brug de rigtige platforme
- Datamining (Flurry, Analytics, etc.)
- Brug de sociale medier
- Celebrate Successes

....Pixeline Stjernehotellet

Apps til iPhone, iPad & Android…

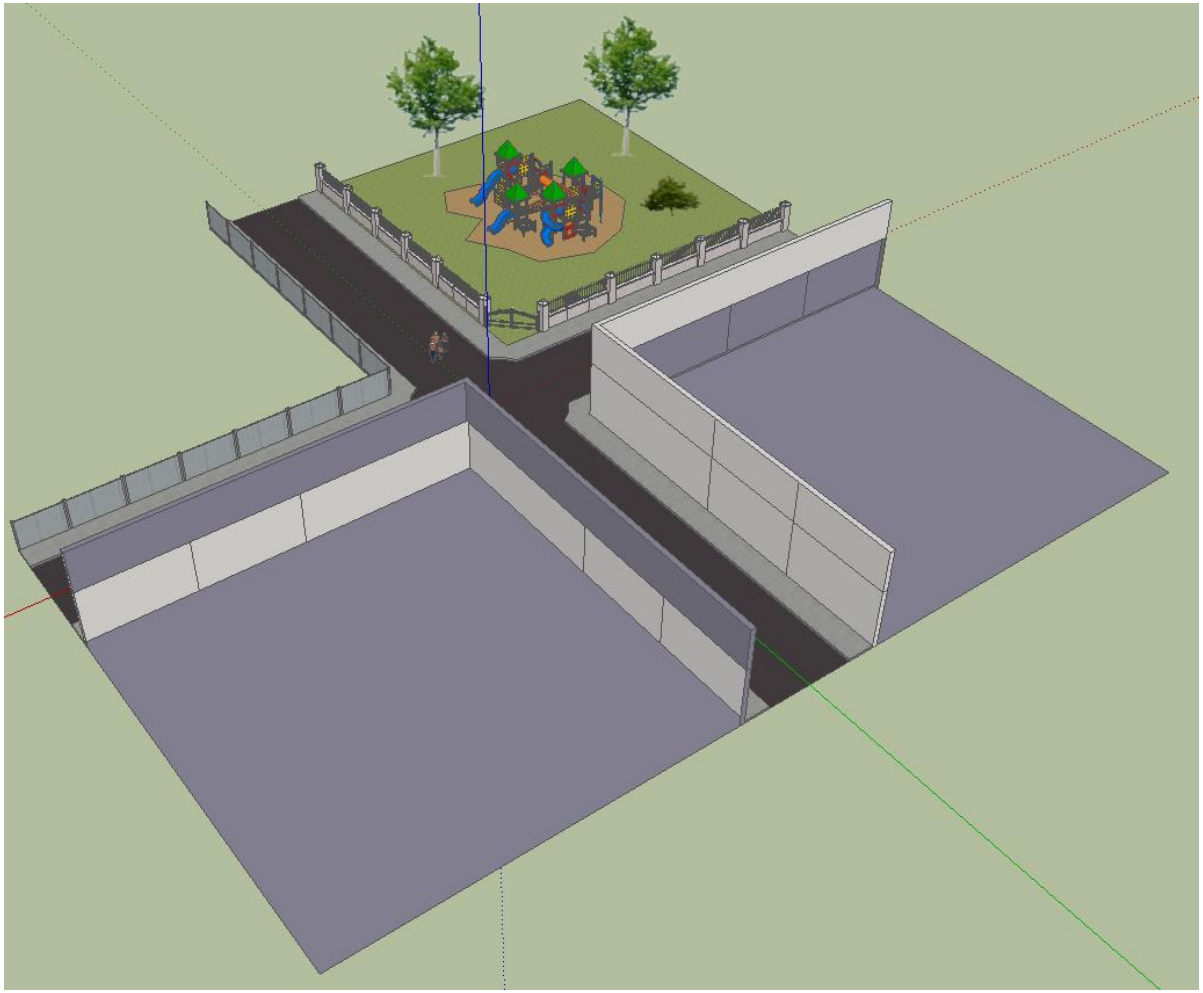
Universe



universe

KREA MEDIE

Universe



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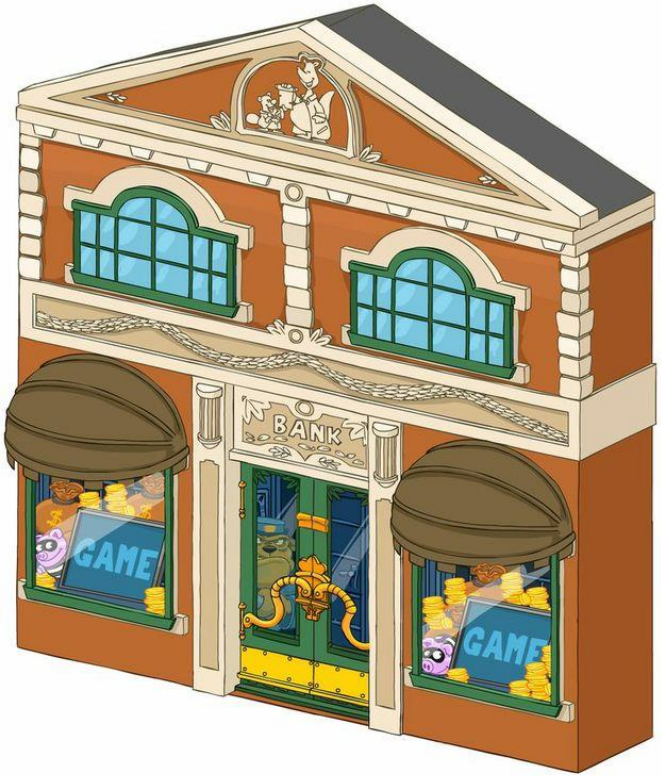
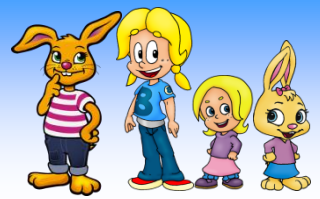


Universe

Universe

Tak for denne gang…



- Søren Jønsson
- kmdsej@Egmont.com

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